

# PALERMO

## TRAVEL TRENDS REPORT

Travel Duration : June to July 2025



## Foreword

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As international travel patterns continue to evolve, the summer of 2025 presents a unique shift in the way visitors will experience Palermo.

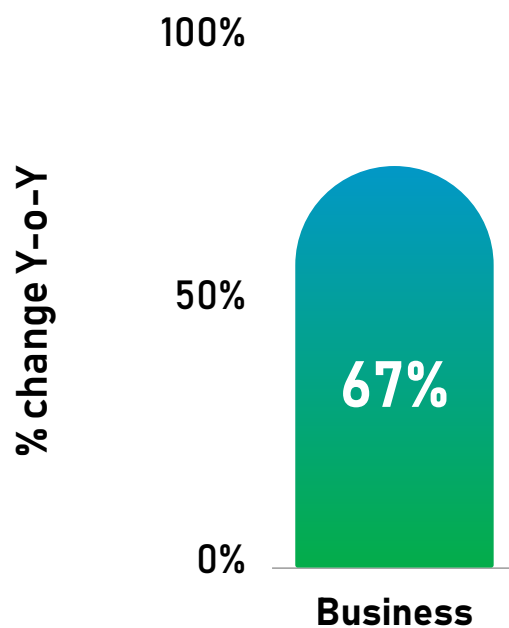
For car rental operators, staying ahead of these shifts isn't just smart - it's essential. Understanding who's arriving, why they're travelling, and how long they're staying can make all the difference between missed revenue and maximised profit.

This report breaks down future travel trends with a clear lens on business opportunities for car rentals. From changing trip durations to traveller group sizes and countries of origin, it's built to help you align fleet, pricing, and strategy with demand that's already on its way.

## Business Travel to Palermo Set to Surge

Palermo will welcome a wave of business travellers this June–July, even as leisure visits shrink. With tighter schedules and high expectations, business travellers will demand efficiency, availability, and flexibility – creating an opening for car rentals to become a go-to partner for smooth mobility.

### Current Year Comparison to Previous Years Bookings

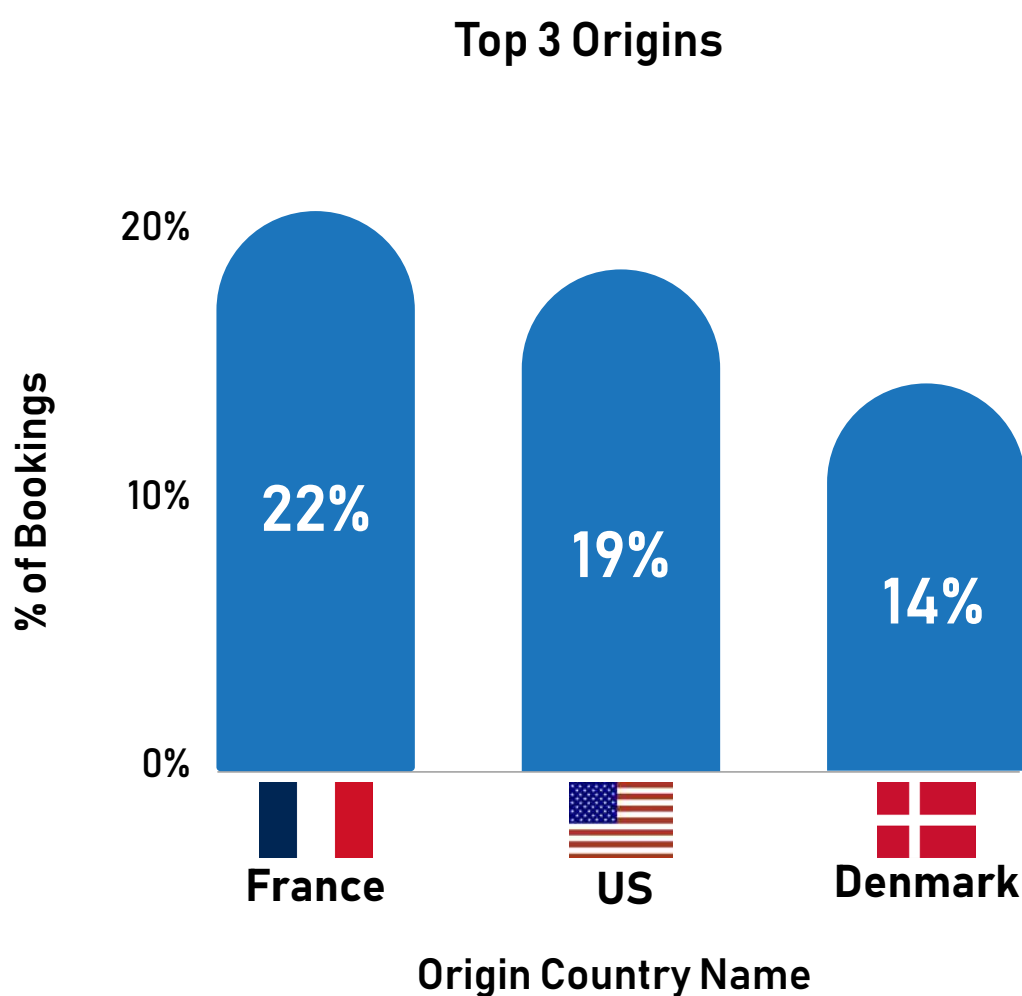


**June to July 2025**  
(Compared to 2024)

*Source: Adara, a RateGain Company*

## France & U.S. will Power International Influx

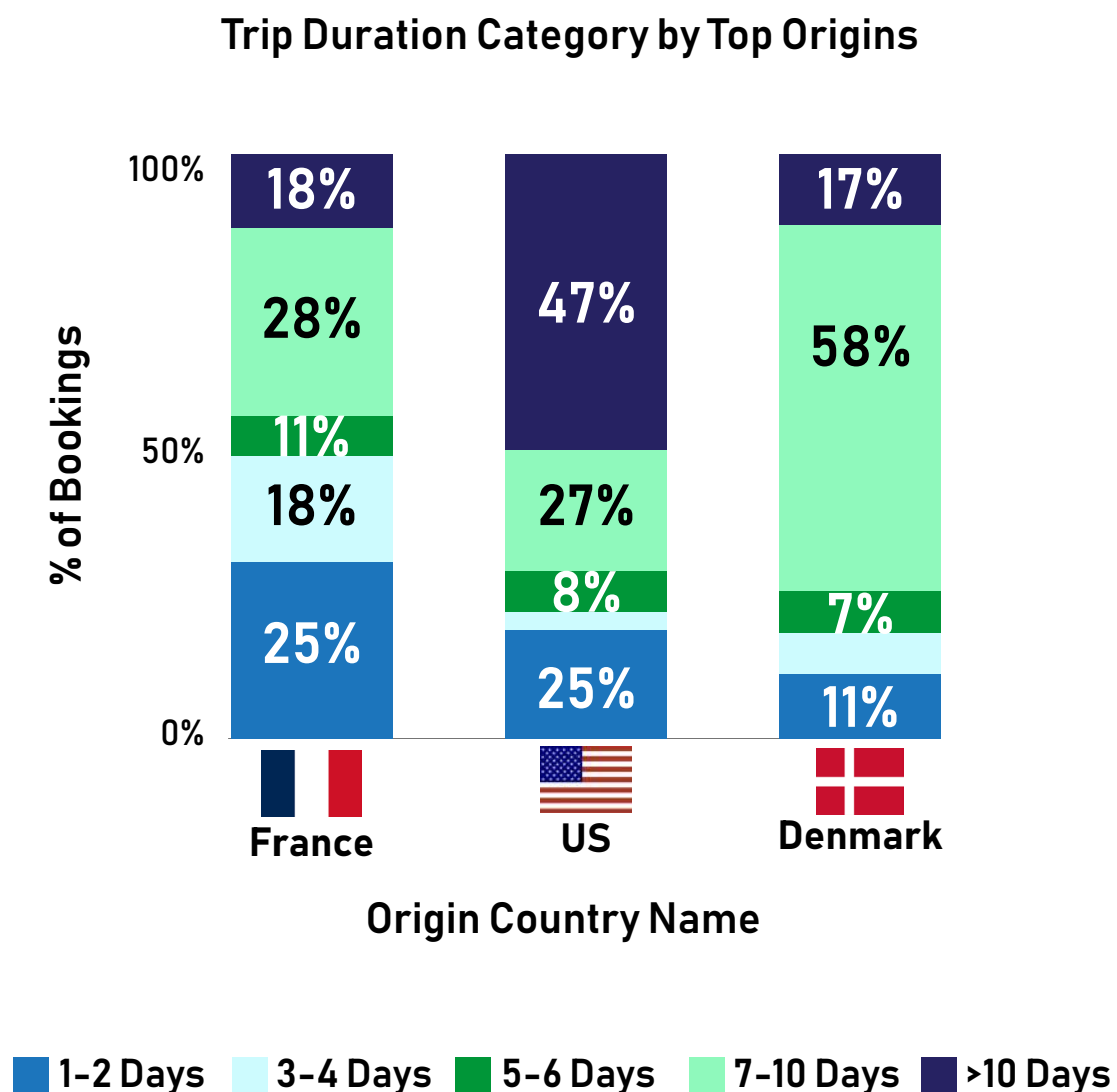
With 55% of inbound travel coming from just these three countries, localised service and targeted promotions can go a long way. Car rentals should adapt booking experiences, language preferences, and fleet offerings to better serve these high-intent markets.



*Source: Adara, a RateGain Company*

## From Quick Stops to Long Stays - Trip Lengths Vary Widely

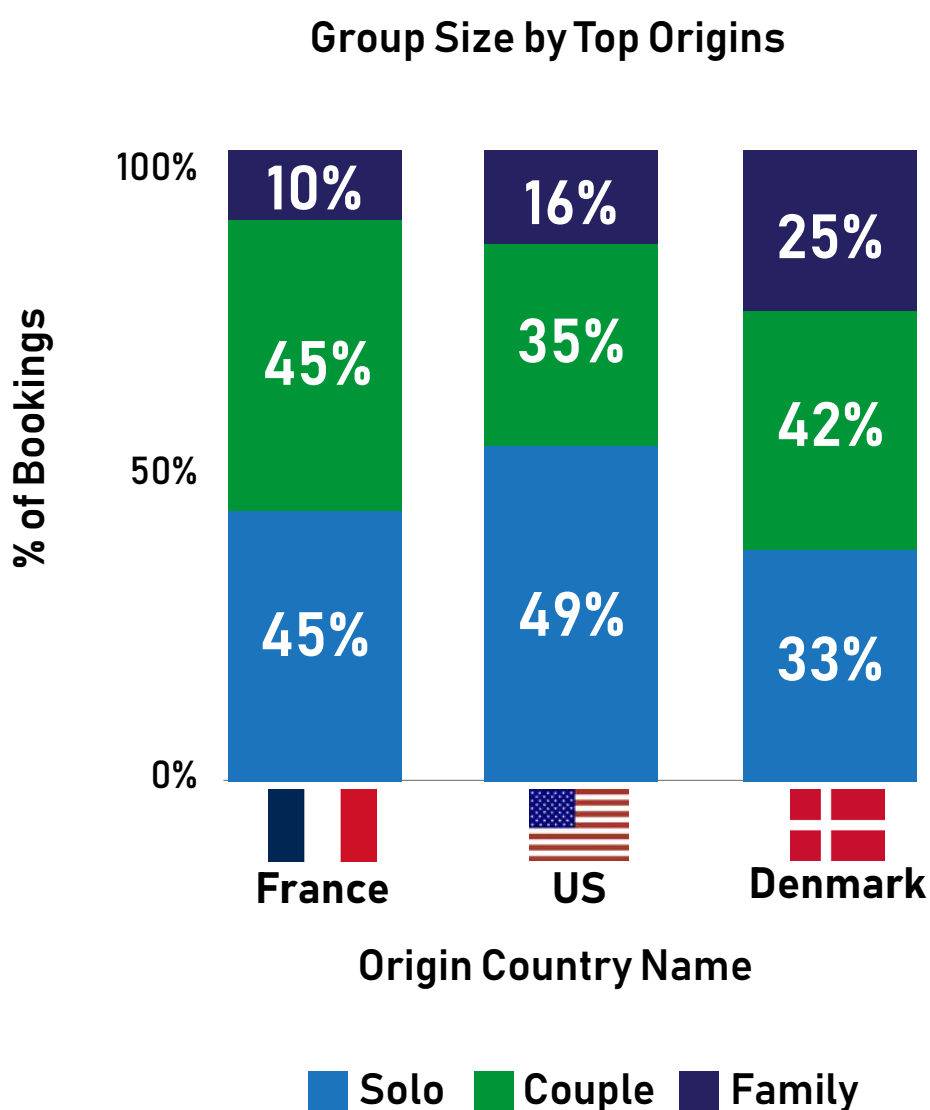
Expect sharp contrasts in trip duration: short 1–2 day stays dominate for the French, while nearly half of U.S. travellers will stay over 10 days. Denmark shows a strong preference for 7–10 day visits. This variation offers room to fine-tune rental pricing, length-based offers, and fleet allocation to match stay length with vehicle availability.



Source: Adara, a RateGain Company

## Solo or Squad? Know Who You're Renting To

Nearly half of U.S. and French travellers will journey solo, demanding seamless, fast, and self-serve rental options. In contrast, 1 in 4 Danish visitors will travel in groups - making family-sized vehicles and bundled offerings a smart upsell opportunity.

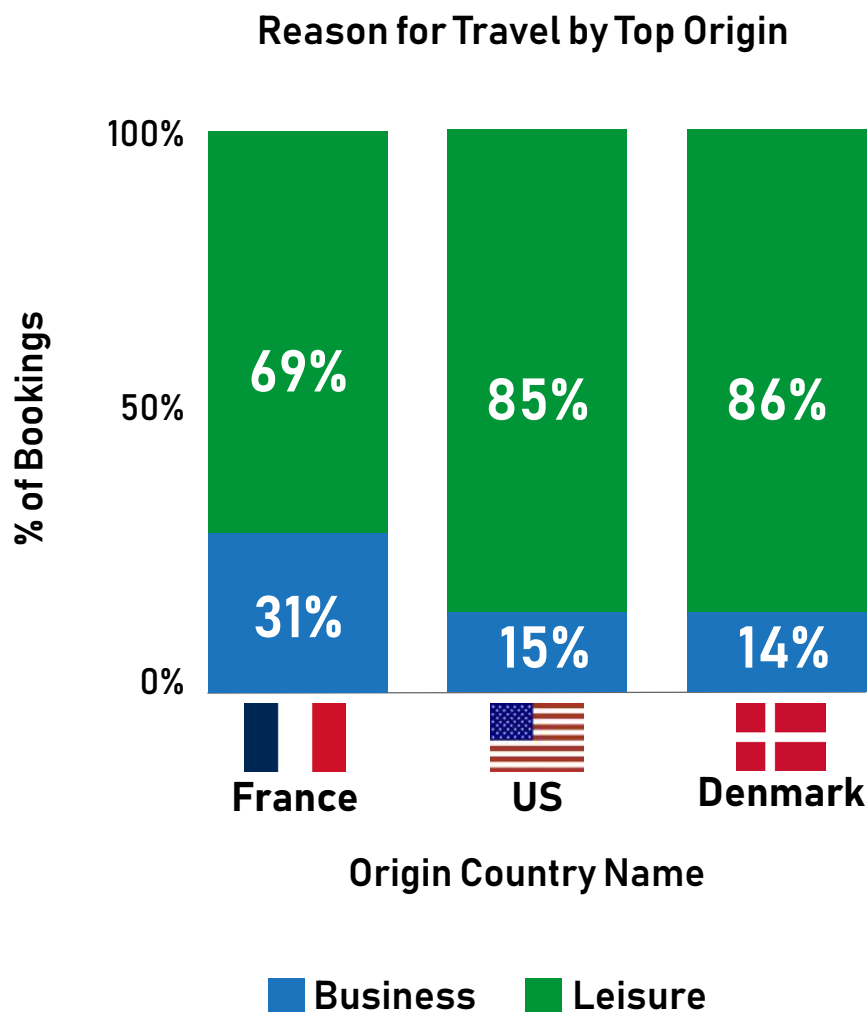


Source: Adara, a RateGain Company



## Work Trips Rise, But Palermo's Still a Holiday Favorite

While business travel is on the rise compared to last year, there's another shift worth watching—leisure travel is surging across key markets. Visitors from France, U.S. & Denmark are heading to Palermo for leisure. For car rentals, this opens up opportunities to target holidaymakers with flexible plans, family-friendly vehicles, and weekend-ready offers.

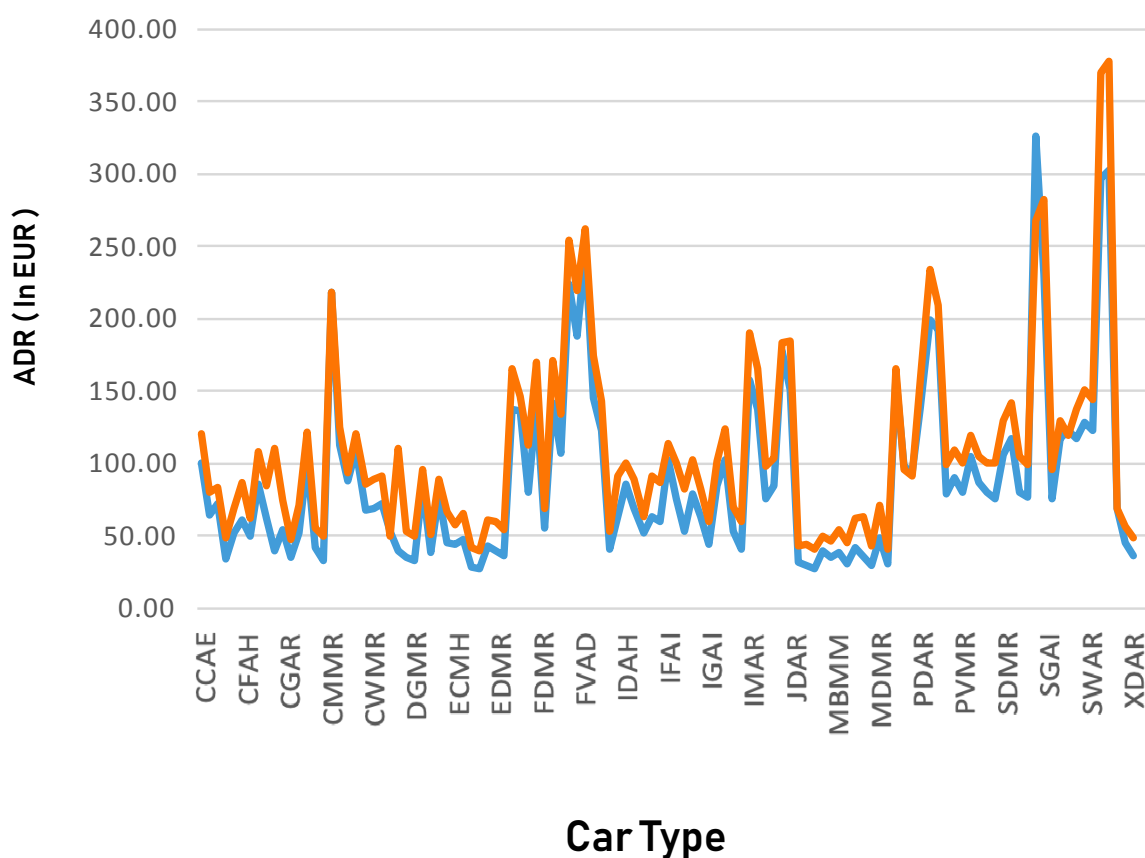


*Source: Adara, a RateGain Company*

## SUVs to Lead Palermo's Price Surge

Between June and July, car rental prices in Palermo will see a clear upward trend, especially for higher-end categories. Prices will peak in July at EUR 377.35 for special SUVs, indicating strong summer demand for premium vehicles.

On the other end of the spectrum, mini cars will be the most budget-friendly, dipping to just EUR 27.44 in June. Car rentals can capitalise by pushing SUV availability, dynamic pricing, and upgrades during peak travel weeks.





# Key Takeaways for Car Rentals

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- **01 Double Down on Business-Ready Rentals**  
With international business travel set to rise by 67%, ensure the availability of premium sedans, flexible booking options, and loyalty perks tailored to professionals.
- **02 Promote Solo-Friendly Offers**  
Nearly half of U.S. and French travellers will rent solo—offer compact models, fast pick-ups, and mobile-first experiences to win these independent renters.
- **03 Tailor Fleets for Group Bookings**  
25% of Danish visitors will travel in groups—optimise your fleet with SUVs and vans and highlight family or multi-passenger deals in your promotions.
- **04 Match Trip Durations with Pricing**  
With 7+ day trips common across markets, create competitive weekly rental packages and reward longer bookings to boost retention and revenue.
- **05 Stay Nimble with Pricing by Car Type**  
With SUV prices peaking in July and mini cars remaining low-cost, use dynamic pricing to maximise margins on high-demand categories while staying attractive to budget travellers.

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